



PSEC POLICY AND PROCEDURES

SELECTION OF THE POSTER FOR THE EXHIBITIONS

JURIED EXHIBITION "LES PASTELLISTES" AND
MEMBERS' CHOICE EXHIBITION "PASTEL TOUJOURS"

POLICY

As part of its two annual exhibitions, "**Les Pastellistes**" and "**Pastel Toujours**", PSEC must design communication tools to promote these events. Therefore, an artwork is selected for its posters.

PROCEDURES

Criteria for choosing the poster to promote the exhibition, "LES PASTELLISTES":

Given the importance of proceeding as quickly as possible with the preparation of promotional tools, the decision to choose the artwork that will be used for this purpose must be made as early as possible in the process, even before the selection of the artworks that will be shown at the exhibition. The committee must therefore choose from among all the artworks submitted, taking into account the following considerations:

- The artwork must be part of the exhibition, even if it is not among the paintings selected by the jury. The committee assumes this decision;
- Whenever possible, PSEC chooses an artist whose work has never been selected for this purpose in the past;
- Whenever possible, PSEC avoids choosing the work of one of its committee members;
- The image must be easy to decode, especially if seen from a distance (ex.: large forms);
- The subject must be eye-catching, either by its attractive colors or its particular atmosphere;
- The subject should be visually pleasing (ex.: not sad, depressing or violent)
- An artwork whose subject could be misleading must be avoided (ex.: A guitarist for a subject on a poster can look similar to an advertisement for a concert.);
- If none of the entries meets the selection criteria, the committee can choose to use the work of a PSEC Master Pastellist who is taking part in the exhibition or is a guest of honour.



Criteria for choosing the poster to promote the exhibition, "PASTEL TOUJOURS":

In most cases, the image of the winner of the 1st prize at the exhibition "Pastel Toujours" is used for the promotional purposes of the following year's exhibition. If the artwork does not meet the following selection criteria, the committee chooses instead a work exhibited the previous year or the work of one of its master:

- The image of the work must be easy to decode, especially if seen from a distance (ex.: Large forms);
- The subject must be eye-catching, either by its attractive colors or its particular atmosphere;
- The subject should be visually pleasing (ex.: not sad, depressing or violent)
- An artwork whose subject could be misleading must be avoided. (ex.: A guitarist for a subject on a poster can look similar to an advertisement for a concert.)